

METHODS AND TECHNIQUES

USEFUL IN ELECTRIC RANGE ACTIVITIES

DEMONSTRATIONS

Demonstrations can center around special events, foods or seasonally appropriate activities, as for example, a harvest dinner; the Thanksgiving Turkey meal; Christmas dinner from the freezer; or meals-in-a-minute.

OVER-ALL RANGE DEMONSTRATION:

Give complete over-all demonstration of all parts of range, using one or more ranges. Cover advantages, choice, use and care.

COOKING SCHOOL:

Give a series of demonstrations of different parts of range, or over-all range demonstrations. These demonstrations may be combined with small appliance demonstrations and demonstrations of other equipment. This may be a 2 or 3 day cooking school.

COOKING DUEL:

Use men or youths from audience in duel, having them use different parts of the range. This type of demonstration is usually an advance-cooking demonstration in which the men show their food as though they had prepared and cooked it. Obtain script "Electric Cookery Duel" from REA. Suitable for large audiences.

DEMONSTRATION OF RANGE PARTS:

Demonstrate one or more parts of the range. This is suitable for short-period demonstrations and for thorough teaching. Demonstrate less frequently used parts, such as the broiler and well cooker.

OVER-ALL EQUIPMENT DEMONSTRATION:

Include range in demonstration combined with refrigeration, laundry and cleaning equipment. Or combine with freezers, small appliances, or other individual pieces of equipment. This type of demonstration is useful in getting coverage on large co-ops and in promoting ranges in relatively new areas.

KITCHEN PARTY:

Have women attending party prepare meal, cook it on electric range and serve it. Obtain leaflet on "Kitchen Parties" from REA. Consider arranging parties for women's groups, couples, mothers and daughters, educational and other leaders, homemaking classes, youth groups, and men's groups such as board members, male employees and dealers. Hold kitchen parties in homes, schools, churches or co-op office.



HOME CALL:

Instruct one or more users on use and care of range in a user's home. On complaint calls, plan to check oven and prepare food, if necessary.

FLOOR DEMONSTRATION:

Show range advantages through simple uses, such as baking cookies, in a continuous demonstration. This type of presentation is suitable for fairs, open houses, and annual meetings.

OTHER DEMONSTRATIONS:

Fit various types of demonstrations into different activities as follows: Result-demonstrations, such as metering ranges in homes, or exhibits of baked products in displays of cookery equipment; local leader training; workshops for professional people; clinics; skits and plays.

DEALER COOPERATION

UTENSIL OFFER:

Request dealer to make special gift offer of good utensils, such as cookie sheets, steam seal pots or pans, with sale of range.

PERSONNEL:

Request dealers to obtain help of distributor home economists for demonstrations.

FILMS:

Borrow films on electric cookery.

OTHER IDEAS:

For other ideas obtain "How to Work with Dealers" from REA. Also obtain "Go-All-Electric" material from NEMA.

CONTESTS

ESSAY CONTEST:

Conduct a contest on "Why I Like My Electric Range" and read winner's essay at demonstration. Put winning essays in newsletter.

BELIEVE-IT-OR-NOT-CONTEST:

Give prizes for longest lists of "believe-it-or-nots", written down by women during a demonstration. Include such points in your demonstration.

Ask for show of hands of those having over 25 "believe-it-or-nots" to find winners. This might also be the basis for an essay contest; include "believe-it-or-nots" in your newsletter and radio programs.

MIRACLE COOKERY:

Ask women to list "miracles" in electric cookery (e.g., cooking meat, dessert and vegetables, including onions, together in well cooker without mixing of flavor.) Have woman with longest list read it as summary; have others add extra points from their lists. Give prizes for good lists of "miracles."

EXPLODED IDEAS:

Plan demonstration to correct typical erroneous beliefs about electric cookery, such as that it is slow or costly. Prick balloon with pin when audience agrees you have exploded the false idea. This is a colorful demonstration, for you begin with a large bunch of colored balloons on the stage.

TREASURE HUNT:

Organize hunt for different features of ranges on display at a meeting or in stores. Use feature sheet and have members find and indicate the make(s) with each feature. Or give out blank sheets with brief instruction attached, and let them get points from dealers in display booths or stores. Give prizes for longest and most accurate lists.

MEMBER PARTICIPATION

ASSISTANCE:

Get help with timing processes, watching for steaming, putting food on to cook, reading meter "before" and "after" in cooking meals before audience during demonstration.

PERSONALIZATION:

Personalize your demonstration by use of "you" or "we" in talking. Gain attention and personalize demonstration by referring to range users or addressing people whom you know in audience.

LISTENERS' COMMENT:

Encourage audience to ask questions.

Ask questions of audience.

Ask for comments on points made.

If you don't know the answer to a question, say "I don't know" or "I have had no experience with that problem." Ask if anyone in audience knows answer to question. Or call on people who own and use ranges for comment.

SHOW OF HANDS:

Ask for show of hands of electric range owners. Also ask for a show of hands of those who intend to buy a range, especially at the end of a demonstration.

TESTIMONIALS:

Arrange for satisfied range owner to tell of her experience.

PICTURES:

Display pictures of users and equipment at method demonstration. Put pictures in newspaper and newsletter showing result-demonstration, for example a member baking bread in her range oven.

METERING RANGE:

Put meter on range for result-demonstration and use simple record form on mimeographed sheet or on blackboard.

Put meter on range in home recording monthly reading for period of one year.

Meter range in home during kitchen party.

Meter range on stage during demonstration.

Have member of audience read meter; write result on board.

Calculate cost on 2¢ rate.

ACTION TAKEN:

Measure demonstration or other activity by result it brings about in lives of people who hear it, or the action taken by them. Did they buy a range; did they use it correctly or change poor usage practices.

At the end of a demonstration, ask for a show of hands of those who intend to take an action recommended.

GENERAL METHODS

ADVANCE PREPARATIONS:

Prepare tray lists and lists of advance work to be done.

Use refrigerator and/or freezer as much as possible.

Use double-acting baking powder; refrigerate cakes, biscuits and other quick breads; cover to avoid drying and crusting. Hold yeast bread doughs in refrigerator, covering or oiling surface.

ADVANCE PREPARATIONS: (Cont'd)

Measure ingredients in advance into paper bags or waxed paper. This avoids sifting dry ingredients at demonstration spot and making measurements during demonstration.

FOOD PREPARATION DURING DEMONSTRATION:

Spend time on equipment information; avoid doing advance preparation steps on stage.

Show part of process only; for example, in preparing baked stuffed pork chops, leave one chop to stuff before audience.

Use canned plum pudding for well-cooker meal to save preparation time.

Save time by using cake mixes and other mixes.

Show use of homemade mixes to save time and money.

COMPLETE DEMONSTRATION:

Put food in at beginning of or during demonstration and show finished product during or at end of demonstration. This lets audience see whole process.

ADVANCE COOKING:

Put food on range in advance and take up at beginning of or during demonstration to show to audience. This shortens demonstration or makes possible showing more uses with less equipment.

COLD DEMONSTRATION:

Cook food in advance, leave in cooking pans, place in or on range, take up and display cold during or at end of demonstration. This makes it possible to give demonstration without range connected, with short advance preparation, or in places with poor facilities. Also illustrate points with uncooked food in pans, showing steps without actually cooking food.

DRY DEMONSTRATION:

Illustrate points to be made using empty pans and no food but possibly water. This will show loading and use of range with little work on advance preparation. Useful in home call.

CARE AND CLEANING:

Show degreasers. Give Purdue figures on time saved in cleaning.

UTENSIL DISPLAY:

Show suitable utensils for surface and oven of range.

GIVING AWAY FOOD:

Wrap with cellophane, if possible. Use ice cream or freezer cartons. Use cheap plastic trays when possible. Try heavy freezer wrap. Cover cardboard box tops with freezer wrap to make trays. Choose aluminum foil freezer containers for cooking some foods in oven and leave in container.

GENERAL ADVANTAGES:

CAPACITY:

Prepare harvest dinner using one range. Display on large table set for dinner.

Serve 20 to 60 people at kitchen party or community meal, using one range.

CLEANLINESS:

Show cleanliness of range top after preparing 3 or 4 complete meals.

Show china plate and compare cleaning of porcelain range parts.

Point out one-piece top, round corners. Use mirror when necessary.

Remove reflector pans, drip tray or pans, oven vent, oven parts.

CONSTRUCTION:

Pass several cross sections of surface unit tubes.

Pass box of insulation or show bat of insulation. Caution against handling.

Make exhibit showing parts - label. (Chiefly useful in training work.)

DURABILITY:

Obtain samples of acid-resisting and regular enamel - put cut halves of lemon on them for 5 minutes; wipe dry and mark with soft marking pencil. Label and exhibit.

ECONOMY:

Tell of 85 (urban) to 100 (rural) kwh monthly average with water heater in use. Figure cost at 3rd block or range rate. Verify by audience testimonials.

Show switch controls, time controls, time signals and thermostats and explain relationship to economy, demonstrating methods of use.

HEALTH:

Put glass upside down over lighted candle; show lighted bulb to illustrate point on use of oxygen by fuel. Compare candle with fuel sources of heat for cookery, and explain comparison between filament in bulb and element in tube of unit.

MODERN:

Show switches and automatic controls, discuss fluorescent surface light, other newer features.

SAFETY:

Discuss UL-0 range placement flush against wall and cabinets at side.

Show range section in UL list of inspected and approved equipment.

Light match or candle and blow out; blow on demonstrator unit when hot.

Use cellophane around range to show safety and coolness. Inside cellophane wrapped range, have oven meal cooking. Take food from range when you remove cellophane or non-inflammable plastic material.

SPEED:

Prepare one or more complete meals quickly.

SURFACE UNITS

Borrow dealer's lighted unit models or use drawings to show difference between 1 and coil units.

Other equipment useful in demonstrating surface units includes:

Units in ranges - open-coil and encased-tube types

Hotplate with range unit or units

Tube demonstrator for connection to 120 v. plug

Cardboard coil demonstrator

Cross-section cuts of tubes

Charts and display cards

ACCURACY:

Demonstrate by using correct switch position and timer -- cooking soft cooked eggs, blanching vegetables for freezing, frying foods.

Avoid advance work like browning meats. Use time signal and show this process unless demonstration is very short.

CLEANLINESS:

Use tube demonstrator unit to burn off molasses or mixture of molasses and cooking oil; when cool wipe off on towel and show it to audience.

Put foil on reflector pans.

Compare flame-blackened pan to pan used on electric range.

Wipe bottom of utensil (skillet) with towel after use, show audience.

CAPACITY:

Stack pans on surface units for finishing cooking or warming food.

Cook meal in well cooker utensil or in skillet on large unit; use tall utensil on small unit.

CONTROL OF HEAT:

Put pure silk scarf or handkerchief on cold, lowest wattage, 6" unit, then pan with chocolate, butter or 1 cup water; switch to Warm 10 minutes; show cloth to audience and prove heating took place.

Melt chocolate in wrapper or on waxed paper or foil in 15-20 minutes on Simmer or Warm.

Cook fish or apple in foil - use heavy foil or 2 or 3 layers household foil - medium heat.

Cook double boiler foods without double boiler, on Medium or Low heat.

Make white sauce, cornstarch- or flour-thickened puddings, or gravy.

Make seven-minute frosting.

Show melting of butter on Simmer.

Cook pudding, cake or some other sweet on Medium or Low heat.

Measure water left after cooking vegetables by recommended practices. Display in glass cup beside vegetables in exhibit.

Heat rolls wrapped in foil on 8" unit 5 min. per side on Low.

Put 2 lbs. of potatoes and 2 cups water in each of 2 identical utensils with thermometer in steam vent. Cook one on High throughout, the other on High, then Low. Have member of audience watch temperature. Note results on blackboard. Explain that ordinarily two cups water are not recommended but are used only for this comparison.

Bake potato on Med-Low in foil.

Fry two eggs in small skillet using heat in Center Coil.

COOLNESS:

Pick red hot tube demonstrator unit up by terminals to show how heat goes into pan, not much to air or adjoining objects.

Show how unit is raised above cooking tops to prevent crazing. Show the few contact points on which a unit rests, preventing spread of heat over cooking top.

Put hand down beside unit on cooking top when a utensil full of food on it is steaming.

Lift pans from range without potholders. Use pots or pans with plastic or wooden handles.

ECONOMY:

Show 1/4 cup water; compare with 2 qt. pyrex partly full of water as in covering food with water.

Cook rice and finish on stored heat.

Cook eggs and finish on stored heat. Cut egg to show doneness.

Cook dried fruits and finish on stored heat.

Prepare skillet meal - pork or veal and vegetable and/or fruit.

Fry eggs after bacon - using stored heat.

Show use of stored heat - after being turned off 45 min., skillet of food is still steaming, if first brought to vigorous steam on High on 8" unit.

HEALTH:

Explain value of cooking vegetables in small amount of water. Use small amount of water in glass pan or turn metal one upside down to show absence of water until added. Show amount of water left after cooking.

Cook frozen vegetables in little or no water.

Cook 1 lb. frozen peas plus 2 T water in covered utensil on High until steaming, then to Low; 1 lb. peas plus $1\frac{1}{2}$ cup water in glass utensil on High throughout cooking time. Show peas and drain; measure and show cooking water. Point out relative cloudiness.

SAFETY:

Have small child turn switch. Explain cabinet distance requirement for UL forms 0, 1 and 6. (UL, Chicago, Ill.).

SPEED:

Put hand on tube demonstrator unit. Or rub grease on demonstrator unit and show speed with which smoking starts.

Have member of audience put finger in water in small pan on demonstrator unit or range unit.

Have audience time speed of steaming from cold start using $1/4$ - $\frac{1}{2}$ cup water.

Heat soup on super-speed unit.

Time steaming of water when cooking potatoes in covered pan in large amount of water and in small amount of water.

Hold hand on unit when turning it on, or get audience member to do so.

Show effect of wattage rating on speed by popping corn at same time on each of two 6" units when these units differ in wattages.

TIME SAVING:

Do pressure cooking in well - 30% saving of time.

VERSATILITY:

Show variety of uses in any demonstration.

Explain 2 coil-unit heating and use of small pans.

Use center coil to $\frac{1}{2}$ the heated zone coils - heat berries to save work

Cook 1 or 2 eggs

Reheat small amount of leftover food

Cook cereal for 1 child

Melt butter, caramelize sugar

CAPACITY:

Prepare complete meal.

Cook quantity of food, such as soup, cocoa, chili.

Make coffee in large quantity.

ECONOMY:

Bake beans, cook dried fruits, vegetables or grains such as wheat, corn or soybeans. Figure cost of cooking a utensil full of beans.

Bake a few apples, potatoes or squash. Compare cost with oven baking.

ECONOMY: (Cont'd)

Cook quantity of cereals, cocoa, stews or seafood, such as shrimp.

Prepare complete meal in well cooker.

SAFETY:

Show advantages of depth below cooking top and rear placement in deep fat frying or scalding.

Mention scalding milk, sterilizing baby bottles and other similar uses.

SIMPLICITY:

Prepare a complete meal.

Pop corn.

Reheat breads.

Cook a quantity of greens.

Cook large whole vegetables, such as corn on cob, cabbage, cauliflower.

VERSATILITY:

Make chart of all of uses of well cooker.

Draw for prizes from well cooker utensil as container to call further attention to well cooker.

OVEN

ACCURACY:

Bake layer cakes, or cookies. Show evenness of browning with thermostatically controlled heat. Use time signal for accuracy.

Using two-ovens-in-one range, place ice cubes in one oven without heat and bake cookies in the other.

CAPACITY:

Place pans on racks to show capacity for pies, layer cakes and bread.

Make paper pattern of racks to show placement and capacity when range is not available.

Cook ham, turkey or large roast, baked potatoes and dessert.

Prepare complete oven meal and extra breads or desserts for later use.

CLEANLINESS:

Wipe oven walls after broiling properly placed meal. Show towel.

Wipe walls after open-pan roasting of tender meats.

Show how oven unit cleans itself in broiling - show unit afterward.

Show ease of removal of oven vent.

COOLNESS:

Show insulation - bake lettuce leaves in insulation in oven; or put ice cubes wrapped in insulation in hot oven.

Set bowl of flowers on top of range above oven.

Place hand on top above oven and at edge of doors except in broiling.

ECONOMY:

Show similarity of size of oven and unit construction at different price levels.

Demonstrate economy in cooking quantity of food: 4-6 layers of cake or pies; oven meal for 10 or more; 30 lb. turkey; large ham, baked sweet potatoes and dessert.

Put pans or cans of quick bread, or dried fruit in oven with meal.

Have some one record amount of time pilot light is on during one hour of baking and report to group. (It is well to have a double check on this.)

Prepare oven meal with extra bread or dessert.

Use small amount of water on vegetables and fruits.

Tie ribbon around oven during cooking to show no peeking. Or ask audience to count times you open door during cooking process.

Show some uses of stored heat:

Cooking dried fruit

Drying cereal - crackers

Heating water - not recommended generally

Turning off oven heat automatically 1/4 hour or 20 min. early

Raising bread

Drying washed grain

HEALTH:

Discuss broiling as excellent way of removing and preventing overheating of fat during cooking of meat, and also of cooking vegetables without water.

SPEED:

Broil immediately without preheating.

Show speed of preheating for baking by having someone time it.

Test 1 hour hot-start oven meal in 1 hour from cold start.

VARIETY OF USES:

Prepare oven meals with bread and desserts.

Broil meat, vegetables and fruits.

Show or discuss other uses.

TIME-RELEASING:

Cook complete meal automatically.

Choose broiler foods that require no attention or need only to be turned.

